

THE RETAIL MERCHANTS' JOURNAL

VOL. 2.

OF CANADA

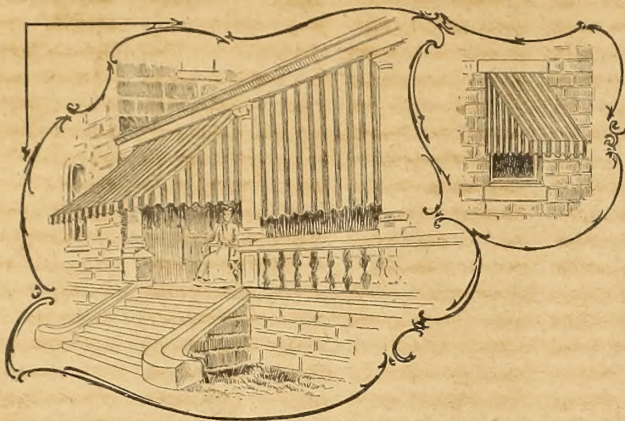
NO. 3.

ALL RETAIL TRADES UNITED



APRIL, 1904.

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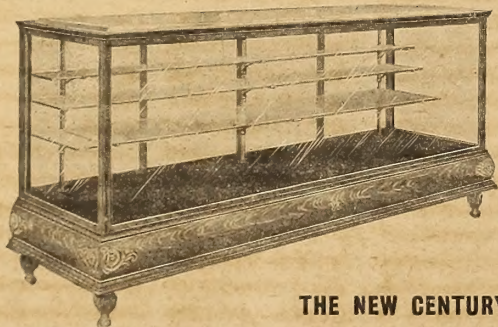
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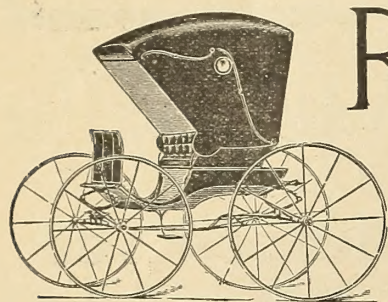
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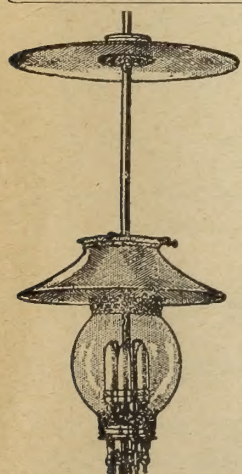
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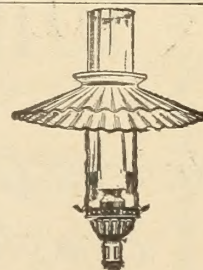
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CONSIGNMENTS of Butter, Eggs, Poultry and other Produce handled by us to best advantage, and top prices obtained. Try us, charges moderate. Cold Storage on premises.



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IRONSIDES METALLIC (Reg.)
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It is a guarantee of superior quality and satisfaction.
THE MOST DURABLE MANTLE MADE. LIGHT YOUR STORE
WITH OUR ARC LAMPS.

WE ARE THE SOLE MANUFACTURERS
OF THESE HIGH GRADE GOODS.

309 YONGE ST.
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BE SUCCESSFUL!

There is no doubt that an education helps a man to success.

Why not learn Commercial Book-keeping and Commercial Law.

With a knowledge of these matters the business world is open to you.

We teach them **BY MAIL** at a very small cost.

Write for information about our Commercial Course.

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TORONTO, CANADA.

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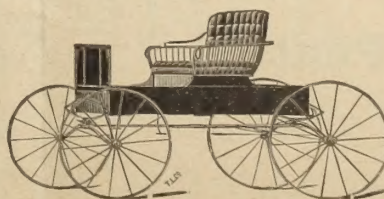
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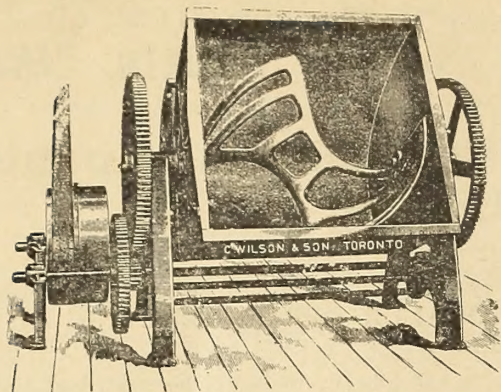
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Residence 350 Givens Street.

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Established 52 Years.



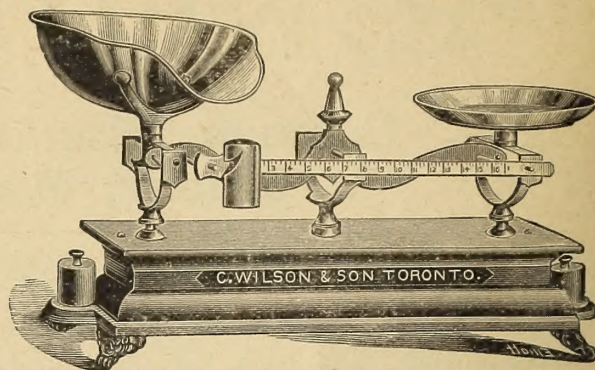
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LIMITED

*Bakers' & Butchers' Tools,
Dough Mixers and
Sausage Machinery.*

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But one must be honest to themselves also. We believe in giving good measure just as much as anybody does, but when it comes to giving away all your profits, it is a very different matter.

WILSON'S SCALES ARE HONEST TO BUYER AND SELLER

They weigh accurately, giving full measure and yet retain the profit for the grocer.

Let us send you full particulars of our BALL BEARING COMPUTING SCALE OFFER, upon easy terms of payment.

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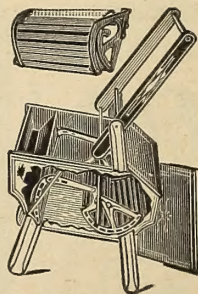
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255 QUEEN ST. EAST

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THE VOLMAR PERFECT WASHER.

This machine is without PEER anywhere.

It rubs and squeezes similar to hand work.

Will wash more clothes in less time than ANY OTHER MACHINE and do it better.

It does not injure the finest fabrics.

One who recently bought one wrote us as follows :

"The girls are simply delighted with it, as they can do the washing and be presentable for callers, and the washing is done so quickly, We think it rightly named THE PERFECT."

The Wortman & Ward Mfg. Co., Ltd.,

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Always give the street number when writing.



HERE'S TO BETTER STARCH BUSINESS.

Please your customers' eye and you have their attention. Then you can tell them your story.
The new drum package in which we put up our

LILY WHITE GLOSS STARCH

stands out well in your stock. It will catch your customers' attention
and then you can tell them what good starch it is.

We pack Lily White Gloss Starch in handsome 6 pound drums, 8 drums to a case and a pair of
drum sticks for each drum. Don't you want this kind of a trade attractor in your stock?

The Brantford Starch Works, Limited, Brantford, Canada.

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MANUFACTURERS OF
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SHOW CASES

For Druggists, Jewellers, Confectioners,
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SEND FOR OUR NEW
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AT CLOSE PRICES : : : :

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HILL Printing Comp'y...

(B. J. HILL, Manager)

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"The Edwardsburg Brands"

STARCH AND SYRUP

Are well known all over the Dominion as a STANDARD OF QUALITY.
ASSORTED STOCKS of all styles of packages always on hand, and PROMPT
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EDWARDSBURG STARCH CO'Y Limited

ESTABLISHED 1858.

164 St. James St.,
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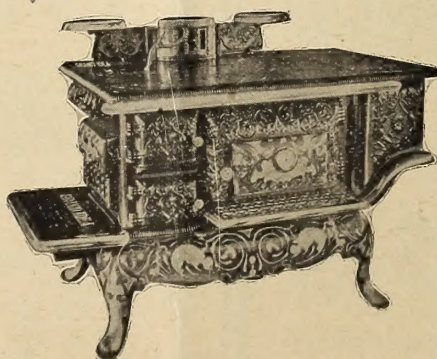
Works:
CARDINAL, ONT.

53 Front St. East,
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Canada's Pride

**AN ENTIRELY
NEW
PRODUCTION.**

Embodying New and
Desirable Features.



Extra Deep Fire Box
Duplex Grates.
Vertical Damper
Corrugated Oven.
Reliable Oven Thermometer
Reservoir That Will Heat

Acknowledged to be the most highly finished range made in Canada
We positively refuse to sell to more than one dealer in any
town or city. Write for catalogue and prices.

GUELPH FOUNDRY CO., LIMITED
GUELPH, ONTARIO.

THE RETAIL MERCHANTS' JOURNAL

OFFICIAL  ORGAN OF
THE RETAIL MERCHANTS' ASSOCIATION OF CANADA

TORONTO APRIL, 1904.

MUNICIPAL COMMITTEE.

TORONTO BRANCH.

A special meeting of the "Municipal Committee" of the "Toronto Branch" was held on Thursday evening, March 10th, 1904, at 8 o'clock. In the absence of the chairman, Mr. G. E. Gibbard, who was unavoidably absent through sickness in his family, the chair was occupied by the Vice-Chairman Mr. John Willmot.

The chairman explained that the meeting had been called for the purpose of considering what action we should take, or what report we should make, to the General Executive Board regarding the vote on the \$1,000,000.00 proposed Waterworks By-law. He further stated that Mr. C. Heal, formerly engaged for many years in the service of the city as engineer in the waterworks department, had applied to him for permission to explain certain charges that he was prepared to substantiate, and he asked the members, who constitute Retail Merchants from every ward in the city, if they were favorable to hear the charges. Upon motion it was decided that Mr. C. Heal should be heard. Mr. Heal then laid all his charges before the committee.

He strongly emphasized the necessity for having a thorough investigation into the manner in which the department is managed. In view of these statements the committee unanimously decided that the charges should be forwarded to the Board of Control, and that in the meantime the Retail Merchants and taxpayers were asked not to take any active part either way regarding the by-law until a full explanation is made.

APPEASING A MOB.

They have curious methods in Persia of insuring law and order. A failure of the crops had resulted in a dear loaf, which much enraged the populace. In order to quell the tumult the Shah ordered a number of bakers to receive several hundred strokes with a rod, besides a few minor little attentions such as the amputation of an ear or two.

WHOLESALE GROCERS ELECT OFFICERS.

At the annual meeting of the Wholesale Grocers' Guild the following officers were elected for the ensuing year:—Chairman, Col. John I. Davidson; Deputy Chairman, Mr. Hugh Blain; Secretary-Treasurer, Mrs. Agnes C. Gray; Executive Committee: Messrs. W. Ince, Jr., John Sloan, T. Kinnear, F. W. Humphrey.

SOME OF THE FOUR HUNDRED.

A LITTLE SOCIETY INCIDENT IN A WESTERN CITY.

A short time ago the writer sat at the rear of the opera house downstairs, when in walked a "society" lady. She wore a magnificent cape, and the rustling of her silken skirts could be heard in all parts of the house as she was ushered to her seat. Now, there chanced to be sitting in front of the writer a young woman with an elderly lady. Both were plainly dressed, and the lines of care on the elder woman's face showed clearly that her lot had not fallen in pleasant places. The society lady walked down the aisle past them, and the daughter remarked: "Look, mother, you would never think she had owed you for nearly a year, \$15 for making a dress would you?" "Hush, dear," answered the mother, and the conversation ceased. That is but one case, and there are many others. If some people would put on less style, drop out of what is called "society," and pay their honest bills, the book debts of some firms who are compelled to go under would not amount to nearly so much.

AT THE AGENCY.

"Are you a good cook and laundress?" "Do oi look loike twins?"—Ex.



The great Mendelssohn was once compelled to accept the office of bookkeeper with a banker who was a very ignorant man. A few days after the banker said to Mendelssohn: "Do you think God works things wisely? You He made to be a bookkeeper, and me a rich banker." "Just notice the wisdom of God," promptly replied Mendelssohn. "If He had made me the banker, do you think I would engage you for a bookkeeper?"



HOW WAS IT?

"Well," said the merchant to a young clerk whom he had sent out to collect accounts, did you have any luck?"

"Some."

"I suppose you got the amount Mr. Fatherington owes. You said he was a personal friend of yours."

"No, I didn't get the money, The fact is, I don't know what to make of my experience there."

"How was it?"

"I went in and said, 'I called to see about a matter—.' I didn't get any further, when he puts in with 'That's all right, my boy; she is yours; take her and be happy.'"

HE WONDERED WHY THEY LAUGHED.

A serious-minded Clevelander went into a department store not long ago, and stepping up to the drug department asked for a certain infants' food.

The bright young lady in charge shook her head.

"I'm sorry," she said, "but we are just out of that. We have Blank's Granum and Dash's condensed milk and Space's Lactatum."

The serious citizen looked doubtful.

"I'm afraid they wouldn't do," he said.

"I suppose," said the young woman, sympathetically, "you don't like to change?"

"Oh, it isn't for me said the serious citizen hastily.

And after he got out of the store he wondered why the girls laughed so suddenly.



EASTERTIDE.

Aye, the lilies are pure in their pallor, the roses are fragrant and sweet.

The music pours out in a sea wave, breaking in praise at His feet.

Pulsing in passionate praises that Jesus is risen again;

But we watch for the sign of His living in the lives of the children of men.

Wherever the mantle of pity falls soft on a wound or a woe,

Wherever a peace or a pardon springs up to 'oer master a foe

Wherever a soft hand of blessing outreaches to succor a need,

Wherever springs healing for wounding, the Master is risen indeed.

Wherever the soul of a people, arisen in courage and might,

Bursts forth from the errors that shrouded its hope in the gloom of the night;

Wherever in sight of God's legions the armies of evil recede,

And truth wins a soul or a kingdom the Master is risen indeed.

So fling out your banners, brave toilers; bring lilies to altar and shrine;

Ring out Easter bells, He has risen! for you is the token and sign;

There's a world moving sunward and Godward, ye are called to the front, ye must lead!

Behind are the grave and the darkness, the Master is risen indeed.

CLOTHING DEALERS AND HARDWARE MERCHANTS

Can only have a complete stock by placing an order with the

Dominion Coat and Apron Mfg. and Supply Company, Limited
505 Yonge St., - TORONTO.

For a Supply of
Dentists', Butchers', Barbers', Bar Tenders',
Bakers', Waiters' and Carpenters'
APRONS AND DUCK COATS.

If you have not one of our Catalogues, send for one, and give us a trial order, which will greatly benefit you.



Kept all their customers warm during the coal famine of last winter, and charged only summer prices to those who booked their orders in the summer.

All members of the Retail Merchants' Association who do not already **BURN MANN'S VERIBEST COAL**, will be used well if they start now.

MANN COAL CO.,

319 DUFFERIN ST.

Fone Park 490

BRANCHES—1368 Queen West; 212 Eastern Ave.



THE OFFICIAL ORGAN

OF

The Retail Merchants' Association of
Canada

(INCORPORATED).

"ALL RETAIL TRADES UNITED."

Price, \$2.00 Per Annum, in Advance

Correspondence is invited, but we do not hold ourselves responsible for the statements or opinions of those using our columns.

Copy for change of advertisements must be sent to the office, **21 Richmond St. West.** Phone Main **2316**, not later than the 1st of each month.

Secretary and Editor, - E. M. TROWERN.

TORONTO, CANADA.

APRIL, 1904.

THE PUBLIC VERDICT REGARDING TELEPHONE COMPETITION.

Attention is directed to the following conclusive and irrefutable evidence regarding the benefits obtained by the public from telephone competition:—

A few months ago with the honest desire of obtaining an opinion on the real sentiment of the subscriber where competition in telephones existed, five questions were submitted to the users of telephones in towns and cities in the United States, where Bell and independent exchanges were in operation. Over 1,400 replies were received from subscribers to 189 exchanges, spread over seventeen states, the following being the questions submitted, with a summary of the answers received:

Question No. 1—Has competition resulted in better telephone service in your city—(a) As given by the Independent Telephone

Company; (b) By an improved service on the part of the Bell Company.

Answer—(a.) Affirmative, 1245; Negative, 26; (b) Affirmative, 982; Negative, 154.

Question No. 2—Has competition increased the number of telephone subscribers?

Answer—Affirmative, 1251; Negative, 8.

Question No. 3—Has competition brought about greater civility, and more courteous attention to the wants of subscribers?

Answers—Affirmative, 1222; Negative, 37.

Question No. 4—Have rates for telephone service been reduced by the advent of competition—(a) By the reduction of Bell rates formerly charged. (b) By the establishment of rates by the Independent Company lower than formerly prevailed?

Answers—(a) Affirmative, 979; negative, 120. (b) Affirmative, 1238; negative, 45.

Question No. 5—In your judgment, would it be preferable to return to the conditions prevailing before the advent of the Independent company?

Answers—No 1245. Yes 14.

The true test of the value of competition lies in question 5, as no telephone subscriber would be desirous for the continuation of the present condition of affairs, unless by actual experience he had proved it to be in his own interest. We therefore quote below extracts from the replies received in which the subscribers give their views as to the suggested reversion to the conditions existing under the Bell monopoly:—

"By no means. It keeps the Bell Company busy to treat its patrons with common courtesy with competition."

"No I do not believe any business or private individual would for a moment think of choosing the old conditions."

"No. If the Bell should at any time buy out the local company, another would be started in a day."

"Not by any means. Active, live competition is necessary in the telephone business, for this insures the public reliable service and fair treatment."

"Legitimate competition is beneficial in all lines of business, and what is true in other lines of trade is no doubt true in the

telephone business. No, no, unless a cheaper and better service, which I do not think would result with any one company."

"My opinion is that were the Independent Company to go out of business and no other were to take up the business, citizens would build a system, not necessarily for an investment, but for their own protection."

"Opposition has made the telephone system of this district what it is to-day, the best in the country. Without opposition we would be where we were ten years ago, and would be still paying \$4.00 per month."

"Of course two systems are a nuisance but we would not return to the old system for anything. Three-fourths of our business comes over the Independent lines."

"No. We can now talk to over 2000 subscribers. With the Bell Company we never had over 600."

"No. We can now have both telephones for less than we formerly paid for the Bell alone, and about 1500 connections where we had 200."

"When it becomes preferable to hire an uninterested party to attend to your wants, rather than do it yourself, then it would be better to have the Bell back. We have the finest system on earth, and the most harmony, good will and success. Put in an Independent by all means."

"Positively no. We would rather discontinue the use of the telephone than again be subject to the conditions that prevailed prior to the coming of the Independent Company."

"Not in my judgment, as the management and service is all that could be desired, and it is a pleasure for me to say that day or night the service is O. K."

"No, these conditions were then insupportable and would now be impossible. The public can stand a lot, but not that."

"Under no circumstances, real or imaginary, the Bell people being minus of friends, their method to gouge the people all they can, with no regard for service or accommodations."

"Not much. It was a "Russian" form of corporation."

"No, never. The more telephones the more business, for you can reach more customers. People that say two telephones are a nuisance will not say that two customers are a bother."

"Such a condition would not be brought about. The Independent company serves about four times as many homes and houses as the old, and the convenience is very great."

"While I consider two instruments in an office is somewhat confusing, I would consider the absorption of either by the other a misfortune."

"Never. "The battle cries that lead the hosts to victory are to day but watch words of the sluggard and the slave."

"Decidedly and emphatically no."

"I think not. The Independent company has done a fine thing for this part of the

HALLWOOD CASH REGISTERS

INDICATE

Correctly and Exactly

EVERY DETAIL OF

EACH TRANSACTION.

NO OTHER REGISTERS WILL DO THIS.

Write for Particulars.

HALLWOOD CASH REGISTER CO.

OFFICE AND WORKS:

78 & 80 King St. East
TORONTO, ONT., CANADA.

Federal Life

Assurance Com'y of Canada

HEAD OFFICE

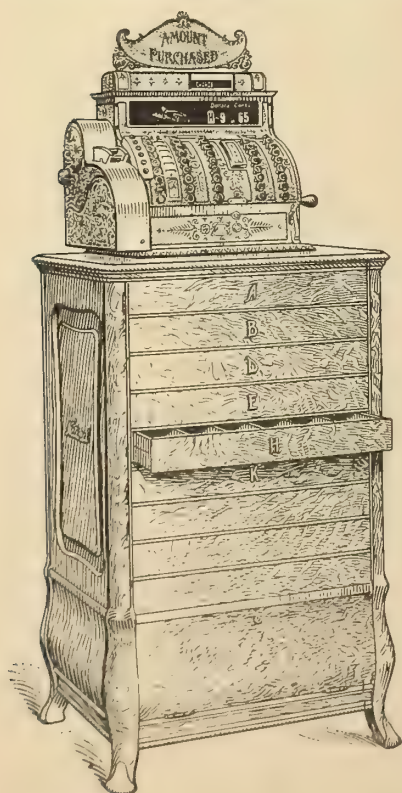
HAMILTON — CANADA.

Amount written 1903 - - \$2,748,172.50

Income 1903 - - - - - \$ 562,987.08

In force, Dec. 31st, 1903 - - \$14,945,249.56

Capital and Assets - - - \$2,764,528.35



NATIONAL MULTIPLE CASH REGISTER.

- Does the work of six separate cash registers.
- Keeps a record of each clerk's transactions.
- Keeps each clerk's money in a separate cash drawer.

LOW-PRICED CASH Registers

WE GUARANTEE to furnish a better cash register,
and for less money than any other concern.

National Cash Registers

Are made in 393 different styles. Prices, \$40, \$50, \$75,
\$100, \$125, \$150 and upwards.

OUR 1904 MODELS NOW READY.

AUTOGRAPHICS,
CHECK-PRINTERS,SALES-PRINTERS,
TOTAL-ADDERS,DETAIL-ADDERS,
SLIP-PRINTERS.

MULTIPLE CASH REGISTERS.

One gives you all the advantages of six separate cash registers. The only cash register on the market that tells which clerk made the mistake.

ALL REGISTERS ARE SOLD ON EASY
MONTHLY PAYMENTS.Write for full information, or have our agent
call to explain.

National Cash Register Co.

DAYTON, OHIO.

AGENCIES IN ALL LARGE CITIES.

CUT OFF HERE.

N. C. R.
Co.
Dayton, O.
Please have
your agent call
when next in my
vicinity. This puts
me under no obligation
to buy. I saw your ad in
THE RETAIL MERCHANT'S
JOURNAL.

Name.....

Address.....

country and deserves great credit for it, and it should be patronized before any other company."

"No, sir, not by any means. Had the Bell company been decent and put its rates at a living price, the Independent company would not have been established here."

"Could not think of submitting to former conditions."

"No, for rates would go up and not more than half the people could afford a telephone."

"Rather have no exchange than return to the old conditions."

Not by any means return to the old conditions. It would deprive hundreds of citizens of the convenience and use of a telephone."

"There would be nothing that would be called telephone service if it was left to the Bell company here."

"No, the present is 200% better than the monopoly of the Bell company."

"Under no circumstances. The service is as good as it was under the Bell regime, and the new, or Independent company has three telephones in where the Bell has one, and is connected with every village in the country."

"The advent of Independent telephones has been a source of congratulation to the citizens and business men of this city. They have brought business to the city that never reached us before, and we earnestly hope that we may never have to return to the conditions prevailing before the advent of the Independent companies."

"No. While we have to pay one-half more in rates to maintain both telephones, we do three times the business by telephone than we formerly did."

"It would not be preferable. It would be a calamity."

"Not at all. Would sooner have the telephone removed."

Replies of equal decision and effect could be quoted in answer to the other questions, but they would be the mere repetition of opinions of which the answer to the last question is conclusive evidence. It may be said, however, that these replies were not secured from people who are furnished with free telephone service, nor were they solicited among subscribers who were local stockholders in Independent exchanges. The evidence is secured from among telephone subscribers without regard to their interests, other than that which deals purely with the benefits accruing to them from telephone competition.

A return compiled from replies received from sixty-seven cities and towns in the United States,

shows that in forty-five towns two business phones can be had for less than was formerly charged by the Bell for one. Of the remaining towns the increased cost for both phones is: In two towns \$1.00 per annum. In one town \$3.00 per annum. In eight towns \$6.00 per annum. In one town \$10.00 per annum. In three towns (including Cleveland with an increase from 5,000 to 25,000 subscribers) \$12.00 per annum.



THE FARMERS ASSOCIATION



At the last convention of the Farmers' Association the following aims and objects were agreed upon:

1. A sweeping reduction in freight rates.
2. A passenger rate of two cents per mile.
3. Equalization of taxation, as embodied in the Pettypiece bill.
4. Inspection of loan companies' books.
5. The public ownership of public utilities.
6. The adoption of the initiative and referendum.

To effect these changes or "reforms," the farmers propose to work on, rather than in, the Legislature.



At a small school in the backwoods a well-meaning but misguided instructor gave her pupils the task of subtracting 629 from 880,788,889 until nothing remained as a home lesson. On the way from school the children rejoiced at so easy a requisition, but once at work their rejoicing was speedily turned to sorrow. After working for hours without any perceptible diminution of the figures, the youngsters gave up in despair. Parents then tried, but, with no better success. And small wonder. In order to complete the task the number given would have to be subtracted 1,400,300 times having a small remainder. Some indig-

ant parent calculated that, working at a rate of three subtractions a minute for 12 hours a day, the task given the children for an evening's exercise would require a little more than a year and nine months to accomplish.



DOMINION BELTING CO., HAMILTON, ONTARIO.



Realizing the steady increasing demand for stitched oiled cotton duck belting, for Elevators, Factories, and Agricultural Machinery, The Dominion Belting Company have erected the most up-to-date and only factory in Canada for its manufacture.

This belting being constructed from material wholly of Canadian production, they are enabled to make prices much below the cost of importation.

They use nothing but the very best duck made especially according to their Formula, and this duck is treated with a special preparation known only to their Superintendent and perfected by him after an experience of 20 years in the business.

By the use of this duck and process, they are supplying a belt superior to anything yet placed on the market, as regards tensile strength, pliability and weight.

Their plant has a capacity of turning out six thousand feet of belting daily, and they would ask you to hold orders for your requirements until they have an opportunity of submitting samples and prices, which they will be pleased to do on application.

They claim that stitched oiled cotton belting as made by their process is superior in many respects to leather or rubber belting.

It is unaffected by atmosphere, steam, heat, or acid fumes, and is guaranteed to give satisfaction.

The results thus far in the large sales of their belt have more than exceeded their most sanguine expectations.

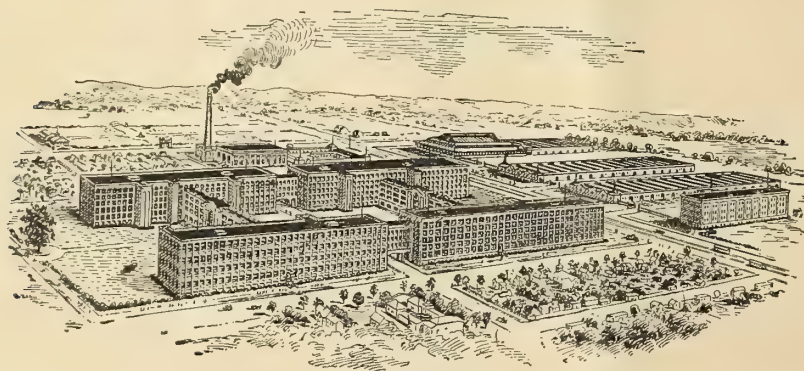
NATIONAL CASH REGISTER COMPANY, DAYTON, OHIO.

Manufacturing companies are not usually buyers of groceries and other food stuffs sold by retail merchants, but the National Cash Register Company, of Dayton, is an exception. Next to the great Soldiers' Home, this Company is the largest purchaser of food stuffs in the Dayton market.

This unique position, for a manufacturing concern, is caused by the large catering department maintained in the factory for the benefit of employees. It is one of the features of the Company's policy

instruction is given in the best method of preparing and serving foods.

Over 8,000 meals are prepared and served in these dining rooms each week and at a nominal cost to employees. It takes an enormous amount of food stuff to supply such a service and the demand is a great factor in the Dayton market. The Company makes no profit on the catering, as the employees pay only about the cost of the uncooked materials. The advantages of the plan to workers and Company are obvious. For the employees it is cheaper, quicker, time-saving and healthier.



to make factory work pleasant and helpful.

To one unacquainted with the possibilities, the extent of this department will be a surprise. Presided over by a chef formerly of the Waldorf-Astoria, the organization is complete and the equipment extensive, embracing separate dining rooms for the men and the women, two kitchens, Officers' Club, large store room, cold storage plant, hot beds and a green house.

The service in the dining room is of the best and in the men's dining room and at the Officer's Club, special men are detailed from the force of janitors for duty as waiters, while in the women's dining room, different departments in the factory are drawn upon for waitresses and assistants in the kitchen. The waiters, waitresses and assistants attend classes where

For the Company, it affords an opportunity for the employees to get together for an exchange of ideas, and generally promotes a feeling of friendship between the management and employees.

The huge size of this catering department is not so surprising after all, when the extent of the National Cash Register factory is considered. Utilizing 139 acres of ground, 10 buildings compose the plant. These buildings contain 892,144 square feet of floor space. Employed in the making force are 2,314 men and 334 women; in the office force are 382 men and 116 women, in the selling force are 817 men, making a total of 3,963. While in addition to the Dayton plant, national factories are established in Toronto, Canada, and Berlin, Germany.

The Company makes nothing but cash registers and cash register supplies and turns out between

50,000 and 60,000 machines each year. Over 400 styles are manufactured.

The catering department is only one of the many features devised by the Company for the welfare of employees. Schools of various kinds are run, from a Kindergarten for the children of the neighborhood to a school for mechanics, where are taught the advanced principles of machine construction. One of the most interesting of the endeavors to promote the health and knowledge of the neighborhood is the garden for boys. On a large plot of ground are laid out 72 gardens where 72 youngsters are taught each year the principles of gardening. A competent instructor is in charge, whose salary is paid by the Company. Diplomas are given after a two years' course and prizes each season for the best work. The effect of this project has been to markedly raise the tone of the community around the factory by giving boys something to do.

The whole organization of the N. C. R. Company is unique—its system of management by committees, instead of superintendents; its system of suggestions, with prizes for the best; its welfare work; and many other features, too many to give in the space of an article. But the Company is generous with its good things and is always ready to show visitors at the factory every point of interest.



A VALIANT DEFENDER.

Mr. Grogan—Pfwat's the matter wid the boy, dochter?

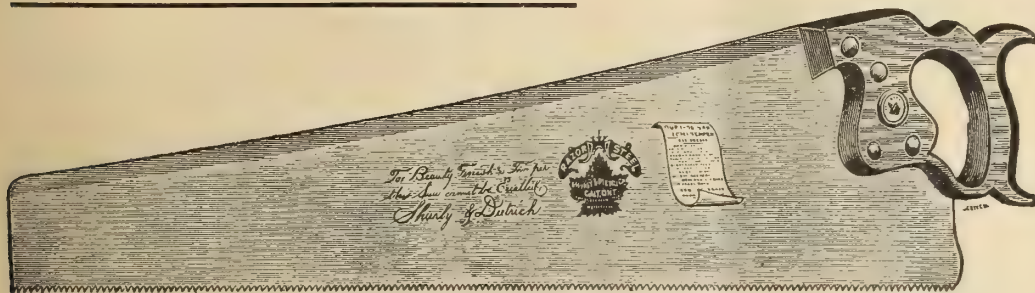
Doctor—Nothing serious just now, but I think he's threatened with diptheria.

Mr. Grogan—Show me the mon that t'reatened 'im and I'll brek him in two.—“Pick-Me-Up.”

**THE MAPLE LEAF
SAW WORKS** ●●●



SHURLY & DIETRICH
GALT, ONTARIO



Manufacturers of all Kinds of Saws, Plastering Trowels, Iron and Brass Bedsteads. All Saws Tempered under our Secret Process, which . . . Toughens and Refines the Steel.

OUR \$19.00 HAND SAW.

Our Hand Saws are superior to any other make on account of their finish and temper. No mechanic's tool chest is complete without a Maple Leaf Hand Saw.

"CEETEE" Underwear
Unshrinkable
Full-Fashioned

Never gets hard with washing. Retains its elasticity. Keeps its shape. Is soft and warm. Made from fine pure wool. We replace any that shrink. Made in light weight India Gauze, for spring and Summer. Medium and heavy for winter.

ELASTIC RIBBED UNDERWEAR FOR 1904.—Our Ladies', Children's, and Infants' Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

OUR TRAVELLERS WILL CALL ON YOU SHORTLY.

The C. Turnbull Co., of Galt, Limited.

GOULDING & CO., 30 Wellington St E., Toronto.

JOS. W. WEY, 7 Bastion Sq., Victoria, B C.

REDUCING STOCK.

Owing to cigars and pipes being bought at sacrifice prices by the W. H. Steele Co., 40 Scott St. Toronto in January last, they are offering exceptional values. They will sell in large or small quantities to unload the stock. And every dealer is invited to look through the warehouse.

SUSPENDERS.

Support Home Industry.

THE BERLIN SUSPENDER THE BEST MADE.

Sold from coast to coast.

OUR TRADE MARK: "We fear nae foe." When wearing the Berlin Suspenders you are "WELL BRACED" and ready for any emergency.

**THE BERLIN
SUSPENDER and
BUTTON CO.,
BERLIN, ONT**

O. S. MARTIN, President and Manager
H. MARTIN, Secretary.

**THE WATERLOO BROOM
AND BRUSH CO.**

Successors to

THE BERLIN BRUSH COMPANY



Manufacturers
of
High-Grade

Brooms,
Brushes
AND..
Whisks

Brooms for
Sweeping out
Retail stores a
Specialty.

**For sale by all
Reliable Dealers.**

WATERLOO, ONT., CAN.

**THE
GLOBE CASKET CO'Y**

Manufacturers of every
Description of

**Undertakers'
- - - Supplies**

Telephone No. 169

LONDON, ONT.

DIXON & HALE

HOUSE AND CARRIAGE

PAINTERS.

**Paperhangers, Glaziers,
Calsominers & Grainers.**

Estimates Furnished. Work Guaranteed.

OFFICE:

44 & 46 Richmond St. East.

LIFE INSURANCE FREE.

In the January issue of this magazine the readers were told how the holder of Policy No. 3,307 (endowment) from the Manufacturers Life had had fifteen years of insurance for nothing, since, at the end of that time, there was returned to him all that he had paid the company, with over 3 per cent. compound interest thereon. The following is a similar example :

Mr. ——— held Policy No. 2,441 (endowment) with the Manufacturers Life. The policy was for 15 years and for \$2,000.

The premiums were \$123.60 a year.

On July 20th, 1903, he received in cash \$2,390.

He had paid the company \$1,854.

You will notice that here again the policy-holder was given back all he had paid the company, with over 3 per cent. compound interest

**His insurance for the fifteen years really cost him nothing.
Would you like a policy of this kind ?**

Fill in and return the attached coupon at once, to

THE MANUFACTURERS LIFE INSURANCE COMPANY

Head Office - - - Toronto, Canada.

THE MANUFACTURERS LIFE,

TORONTO.

Without in any way binding myself to apply for a policy, I would be glad to be furnished full details as to rates, etc., concerning your Endowment Policies with Profits. My age next birthday is.....

NAME

ADDRESS.....

.....



THE GALT ROBE CO.,

MANUFACTURERS OF

STANDARD Buffalo Robes, Rugs,

COLD WEATHER GARMENTS,

Buffalo and Astrachan Coats, Pea Jackets,
Astrachan Cloths, Eiderdowns, Etc.

GALT, ONT.

**OTTAWA RETAIL DRUGGISTS
FORM A "DRUG SECTION"
OF THE "RETAIL MERCHANT'S
ASSOCIATION OF
CANADA."**

A large and representative meeting of the Retail Druggists of Ottawa was held in the parlor of the Athletic Club on Tuesday afternoon, March 15th at 3 o'clock. Mr. Henry Watters, chairman, and President of the "Ottawa Branch" presided. His opening remarks referred to the good work that had been done by the members of the "Drug Section" of the "Toronto Branch" and he urged upon those present the necessity of co-operation. He was strongly impressed with the fact that it was the duty of every Retail Druggist to assist in the work that had been so well started, and he stated that he had called the meeting that afternoon to take advantage of the opportunity of having the Dominion Secretary, Mr. E. M. Trowern, and the Provincial Organizer, Mr. James Eadie present with them who would explain the methods of organization and give them some idea of what had been done.

Mr. E. M. Trowern then addressed the meeting and referred to the close relationship that existed between all classes of retail merchants, and their need to be ever watchful that legislation was not introduced either in the Provincial or Dominion Legislatures that would be detrimental to their best interests. He pointed out that one obstacle that prevented the contract plan being a success in the United States was the giving of trading stamps, and

he stated that the thanks of the whole retail trade of the Province was due to the Association for having a law placed upon the Statute Books enabling the municipalities to abolish them. This act made it possible for the Contract Plan to be adopted in this Province, and the Province of Quebec had followed in our footsteps and very soon they would have the same advantage there.

He briefly reviewed the good work that had been done by the "Drug Sections" of the Association that are formed throughout the Province, and stated that the officers of the Association would not remain satisfied until they had associations with their sections planted in every corner of the Dominion.

Mr. James Eadie referred to the hearty welcome he had received, wherever he went, to spread the good news concerning the association. He stated that he had always found the retail druggists ready to do their share of the work along with their fellow merchants, and in Toronto they had among their best advocates retail druggists, and he felt that Ottawa would soon become one of the brightest gems in the Association crown.

Ald. Payment made a happy speech, and moved a hearty vote of thanks to the speakers, and expressed himself as being well pleased with the work that had been done, and he strongly urged that an active "Drug Section" be put into operation in Ottawa. Col. R. A. Helmer of Hull in seconding the resolution stated

Bank of Hamilton

HEAD OFFICE :

HAMILTON, ONT., CANADA.

Commercial credits issued to Retail Merchants for use in Europe and in all foreign countries.

THE WINNING WORD

is quality. We know perfectly that the place of judgment for our goods is the table of the well-to-do. "SUPERIOR BISCUITS" have established their right to the name.

60 Varieties

all told, for all purposes—for the breakfast table and for the daintiest 5 o'clock tea.

Our staples are

**ROYAL CREAM SODAS and
SALTED CRACKERS.**

Our Salesmen are welcomed.

**Guelph Biscuit and
Confectionery Co., Limited**
GUELPH, CANADA.

GRAND TRUNK RAILWAY SYSTEM

**WORLD'S FAIR, ST. LOUIS, APRIL
30th, DECEMBER 1st, 1934.**

Reproduction of Robert Burns' Cottage at
Ayrshire. Reproduction of Jerusalem,
the Holy City.

FAST DAILY SERVICE

**TO NIAGARA FALLS,
BUFFALO and NEW YORK.**

8.00 a.m.—EXPRESS, connecting with
famous "BLACK DIAMOND EXPRESS,"
arriving New York 10.08 p.m.

4.50 p.m.—"INTERNATIONAL LIMITED"
arrives at Buffalo 8.00 p.m.,
New York 7.50 a.m.

6.00 p.m.—"NEW YORK EXPRESS"
carries through Pullman sleeper to
New York, arriving 9.13 a.m., and
Pullman sleeper, Buffalo to Philadelphia,
arriving 8.25 a.m.

**\$130.50 TORONTO to
CALIFORNIA and Return.**

Tourists' Tickets are also on sale
daily in Mexico and Florida.

Choice of Routes and stop-over
privileges at principal points.

For tickets and all information apply to
City Ticket Office, north-west corner King
and Yonge Streets (Phone Main 4209, or
Depot Ticket Office).

that he was delighted with the work that had been done by the Association, and that in his opinion not only the Retail Druggists of the Province, but also of the whole Dominion owed a debt of gratitude to those officers and members, who had devoted so much time, and had done such good work for the Retail Merchants, and especially was this applicable to the Retail Druggists. He hoped that the Association would soon spread into Quebec and he was ready to do all that he could to help the work along.

As the hour of five o'clock had arrived, the meeting was adjourned to meet again on Friday evening, March 18th, 1904, to elect their officers for the coming year which resulted as follows:

Chairman—R. A. McCormack.
1st Vice Chairman—A. J. Elliott.
2nd Vice Chairman—T. A. Allen.
Treasurer—J. S. Brown.
Secretary—S. J. Stevenson.

They will hold monthly meetings and keep in touch through the head office with the work that is being done throughout the Dominion.

We wish them every prosperity.

An Irish harvester found himself in a small Scottish town. At the gas works he saw a gasometer for the first time in his uneventful life, and stopped a countryman, who was passing, to ask, 'What's that big round thing there, setting on its end?' The man scratched his head, and replied, "A dinna ken." "Get out wid ye," said the Irishman, "ye niver saw a dinner can as big as that in yer life."

EVERY CONSUMER OF GAS

SHOULD USE THE

ALUMINUM GAS TIP BURNER.

This Burner will unquestionably save **50 per cent. of your gas bills**. The Burners are **absolutely indestructible**. They give a **steady, white light**, and are undoubtedly the most economical Burner on the market. **Our Burner will never break a globe**. Samples sent by mail. **WHOLESALE & RETAIL.**

Have you tried our **Asbestos Mantle**—stronger and more durable than any other make—**Price, 25c**

HORACE WIGLE, SOLE AGENT
IN CANADA
319 YONGE ST., TORONTO



ROSE'S PHOSPHOREX NATURAL COLOR COMPOUND.

The great remedy of the age for restoring grey hair to its natural color, no matter what its former shade. It is not a dye, but does its work by supplying proper nourishment and restoring the pigment through the follicles or hair bulb. \$1.00 at drug stores, or—

THE PHOSPHOREX CO., Limited,
Office & Parlors, 43 Yonge St. Arcade, Toronto
Correspondence Solicited

The Empire College of Ophthalmology

7 Richmond St. E., Toronto, Ont.

PRESENTS AN UNUSUAL OPPORTUNITY TO YOUNG MEN AND WOMEN
DESIRING A PLEASANT AND LUCRATIVE OCCUPATION.

A More Desirable Profession than Medicine or Dentistry, Easily and Quickly Learned.

We Guarantee a Splendid Situation to Each Graduate.

GRENADIER ICE AND COAL COMPANY, TORONTO, ONT.

Your attention is called to the advertisement of the Grenadier Ice and Coal Company. This Company notwithstanding a winter as embarrassing to the ice trade as to the railways have managed to secure a crop of the finest quality of ice ever harvested.

The Grenadier Ice Company filled contracts last winter for both the railway companies, government and charitable institutions, pork packers and abattoirs in and around the city and the quality of the ice supplied gave universal satisfaction. Prices are the same as last year notwithstanding the extra cost. As the Grenadier Company have all their stock of ice stored in or within a few miles of the city they are in a position to supply all orders intrusted to them for large or small quantities. Telephone M. 217, Park 103.



FOR

Store Fittings,
Show Cases,
Floor Cases,
Mirrors, &c.,

GO TO

WOOLNOUGH & OTTER

MANUFACTURERS.

FINE CABINET WORK

A SPECIALTY.

ESTIMATES FURNISHED.

106 ADELAIDE ST. WEST
TORONTO.

REPAIRING AND RE-VARNISHING



MERCHANTS!!

WE NEED MONEY.

We are clearing out ten brands of Cigars which total to 150,000 in all, ranging in price from \$16.00 to \$40.00 a thousand below manufacturer's cost.

Also, EIGHTY different shapes of PIPES totaling 125 gross, ranging from \$10.80 to \$24.00 per gross. Call and examine or see travellers' samples.

THE

W. H. STEELE CO., Limited

Wholesale Tobacconists,

40 Scott St.,

TEL. MAIN 1987. TORONTO, CANADA

FRUIT MERCHANTS ELECT OFFICERS.

The annual meeting of the "Fruit Dealers Section" of "The Retail Merchants' Association of Canada" was held in our Board Room, 21 Richmond Street West, on Wednesday evening, March 16th, 1904, at 8 o'clock.

The Dominion Secretary, Mr. E. M. Trowern, who had just returned from Ottawa reported that he had interviewed the Minister of Agriculture regarding the recent prosecution made against a dealer for selling a bag of potatoes for less than ninety pounds, and which was dismissed because there is no law in Ontario at present governing the weight of a bag.

In Quebec a bag of potatoes must weigh eighty pounds, and in Ontario it has been understood, and has been the ruling custom that ninety pounds constitutes a bag. The matter will be considered by the Department, and some change is likely to be made.

In view of the amendments which are now being made to the Assessment Act, and which will place a business tax upon all retailers, both large and small, the members decided to wait until the law came into operation, and then have the Transient Traders and Pedlars License Law amended to suit modern conditions. It was decided to communicate with all retail dealers throughout Canada, and obtain united action in their general interests.

The following officers were unanimously elected for the coming year. Chairman P. N. Judah, 1st Vice Chairman W. I. B. Wellwood, 2nd Vice Chairman R. Burgess, Treasurer P. Massey, and Secretary M. Ryan. The monthly meeting night was changed to the first Tuesday in every month.

RIGHTEOUS INDIGNATION.

"Dadburn you!" says the milkman to the druggist, "I've got a notion to prosecute you!" "What's the matter?" asked the druggist. "Matter enough, you swindler! That last barrel of formaldehyde you sold me was adulterated. That's what's the matter! I thought you was an honest man an' sold people pure goods!"

The story is told that President Roosevelt was once travelling in Idaho, and passed a bookstore in the window of which was a copy of his "Winning of the West." Going into the bookstore he enquired, "Who is this author Roosevelt?" "Oh," said the bookseller, "he's a ranch-driver." "And what do you think of his book?" asked the President. "Well," said the dealer, slowly and deliberately, "I've always thought I'd like to meet the author and tell him that if he had stuck to running a ranch and give up writing books he'd have made a powerful more of a success at his trade."

A Real Good Thing.

Our poet will proceed to sing
The merit of a real good thing,
A something time and labor saves
And keeps good wives from being slaves.

Powdered Ammonia cleanses rugs,
Cures stings of bees and bites of bugs;
It's good for scouring cans for milk,
Removing stains and grease from silk.

It makes hard water soft as rain,
Cures scald in feet, removes the pain;
It's good for bath and good for skin,
It's good for marble, zinc and tin.

A disinfectant, and sure to give
Microbe and germs no chance to live;
For closet, sewer pipe and sink,
It lengthens life an extra link.

Our packages are just as nice,
Three times as strong, at half the price,
As liquid forms, whose highest claim
To merit is a catchy name.

S. F. LAW RASON & CO.

MANUFACTURERS OF

Powdered Ammonia,
Lard Oil and Soaps,
LONDON, ONT.

Awnings

WE MAKE

Good Awnings

We use the best materials.

We put in the best workmanship.

We make every style.

Our prices are right.

We are Canadians.

Out of town orders promptly and correctly filled.

WM. BARTLETT
AND SON,

16 Adelaide St. West,
Toronto

Established 1854

Phone Main 1706

THE GEO. B. MEADOWS

TORONTO WIRE, IRON AND BRASS WORKS COMPANY
(LIMITED)

Manufacturers of

BANK & OFFICE RAILINGS, ORNAMENTAL IRON FENCING

Wire Window Guards, Wire Cloth, Moulders' Riddles,
Children's Cots, Window Fixtures, Wire Work,
Architectural Wrought Iron Work.

117 King St. W., Toronto, Ont.

WOOLNOUGH & OTTER.

We beg to call the attention of our readers to the advertisement of Woolnough & Otter, Manufacturers of Fine Cabinet Work, Show Cases, Store Fittings, &c.

The firm has been very successful for many years in filling orders in the most artistic finish and style which have been highly appreciated by their customers.

The use of the very best material with excellent workmanship combined with reasonable rates of production is a sufficient guarantee to ensure universal satisfaction.



IT MAKES A DIFFERENCE.

Wamsley got up to get his pipe from the mantelpiece the other evening, and carelessly brought his number ten foot down heavily on his wife's tenderest corn. He made no apology, and Mrs. Wamsley said: "Well, Henry Wamsley?"

"Well, what?"

"You haven't anything to say, have you?"

"Anything to say about what?"

"About nearly crushing my foot to a jelly."

"What should I say?"

"I'd ask, if I were you, Henry Wamsley! What would you have said ten years ago, before we were married, when you were courting me? What would you say to-day to any woman who did not happen to be so unfortunate as to be your wife? Hey? Why, you'd humble yourself in the dirt apologizing to her! You'd say, 'I beg your pardon!' and 'How awkward I am!' and 'Do excuse me!' Oh, you couldn't be humble and polite enough in your apologies! My! how you would apologize! You'd be apt to write her a note about it! And if it had happened after our engagement, you'd be so tenderly solicitous about my 'poor dear little foot,' my tender little foot whose pathway you intended to make smooth all my life, My good land! You'd make me actually weary talking about my 'poor little foot.' But now when you nearly crush every bone in it, and make me scream with pain, you never open your mouth to say anything unless it is to say 'Oh, thunder!' or something like that! I tell you marriage makes an awful difference! Indeed it does!"

"I should say it did," mumbled Wamsley, as he lighted his pipe.

GEORGE GUEST

Jersey - Cream - and - Milk
108 NASSAU STREET.

ORDERS TAKEN FOR ROUTE DELIVERY
BY PEERLESS DAIRY.

Do you want a leader in the Cigar line—
one that will draw trade?

THEN **KING BUFFALO** IS IT.

Send us an order for a sample box, price \$35.00 per 1,000, and you will never regret it. Can furnish intending purchasers with letters of recommendation from customers who have used this brand.

Canada Cigar Co., Makers, London, Ont.

100 PER CENT. MADE BY
CLEAR PROFIT SELLING
MERRILL'S

Famous Family Remedies.

These preparations are all made to be sold over our own retail drug store counter, and the quality is such that you can honestly recommend them to your customers, and be sure of holding their trade and making them friends of Merrill's Remedies.

FOUR T's. T. T. T. T. The largest selling cough and cold cure in Canada. Retail for 25c. bottle.

MERRILL'S SYSTEM TONIC. A general remedy that you can safely recommend in most any case of loss of health from whatever

cause, and as a positive cure for Rheumatism, Dyspepsia, Constipation, and Kidney Trouble. Retail for 50c. bottle.

WIZARD LIGHTNING. Cures pain inside or out, in man or beast, in 5 minutes. Best pain killer on the market. Retail for 25c. bottle.

We make a full line. Send for list, terms and prices. We supply good advertising matter. Mention this journal.

MERRILL MEDICAL CO.,
DRUGGISTS,
BRANTFORD, - - ONT.

'PHONE M. 5054.

Merchants Supply Co.
MANUFACTURERS' AGENTS.

LILLY BRAND
Jams, Jellies and Marmalade.
Biscuits and Confectionery.

QUICK SHINE
Stove and Boot Polish

56 COLBORNE ST., TORONTO.

AD WRITING THAT
DRAWS.

W. H. Eaton

115 BAY STREET
TORONTO.

NEW POTATO,
"Gold Finder."

Extra early. The most productive of large, even sized tubers in cultivation. Best quality.

Per lb., 50c.; 3 lbs., \$1.00.

Send 5c. for sample of

McINNIS' NEW OAT.
"THE PRINCESS."

Imported from Scotland; early, productive and very heavy, weighing 40 to 45 lbs. to the bushel; one of the best oats known. 1904 Catalogue of Farm, Flower and Garden Seeds on application.

A. McINNIS, SEEDSMAN,
355 Talbot Street, London, Ont.

BAKERS',
CONFECTIONERS'
AND
DRUGGISTS'
FLOOR CASES,
Same as Cut.



GROCERS'
CONFECTIONERS'
and JEWELERS'
COUNTER CASES.
CHEESE & BREAD
CASES, Ventilated.
OUTSIDE CASES.

No. 19 ILLUMINATED.

(Our New Catalogue for the asking.
Please write name in full.)

Office and Showroom:—92 Adelaide St. West.

CANADIAN SHOW CASE CO.,
TORONTO.

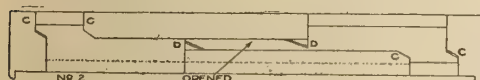
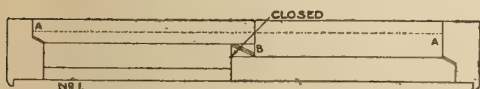
'Phone Main 4519.

A. T. DARRAGH,
Manager.
Factory:—Cor. Sheppard and Adelaide Sts.

Telephone Main 4458.

THE ORIGINAL Canada Show Case Co.

ALL KINDS OF SHOW CASES.



PALMERS' DUST-PROOF SYSTEM.

AS APPLIED TO SHOW CASE
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And grasp his hand so warm he'll
know he has a friend in you.
Then ax him what's a-hurtin' him,
an' laugh his cares away,
And tell him that the darkest night
is just before the day.
Don't talk in graveyard palaver,
but say it right out loud,
That God will sprinkle sunshine in
the trail of every cloud.

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pleasure and of pain;
Some days are bright and sunny,
and some all sloshed with rain,
And that's just how it ought to be,
for when the clouds roll by
We'll know just how to 'preciate the
bright and smiling sky.
So learn to take it as it comes, and
don't sweat at the pores
Because the Lord's opinion don't
coincide with yours;
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—James Whitcomb Riley.



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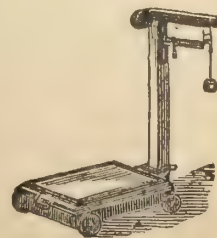
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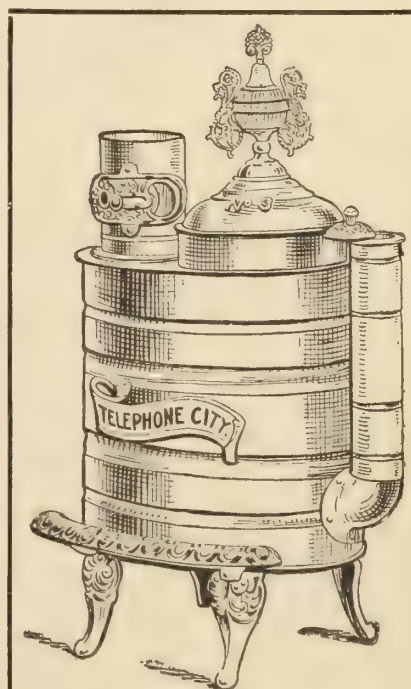
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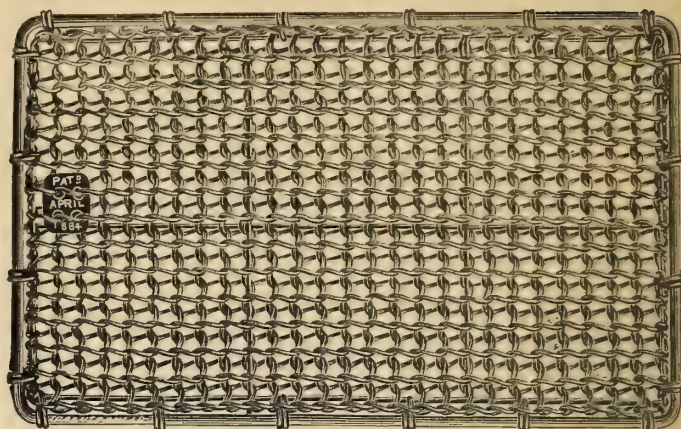
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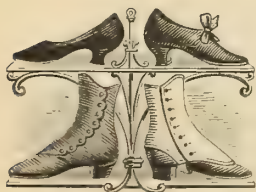
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